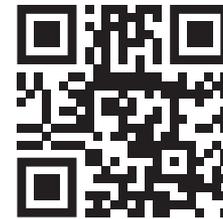


An integrated PR group 综合传讯顾问集团

# SPRG

纵横公关集团



[www.sprg.asia](http://www.sprg.asia)

# 25 YEARS OF EXCELLENCE

## 卓越非凡廿五载



SPRG



25 YEARS OF  
EXCELLENCE





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In 2020, we celebrated the 25th anniversary of SPRG. Looking back, in the 1990's, the PR industry in Hong Kong was very much dominated by multinationals. I myself worked for two of the world's largest international PR agencies back then. I learnt from the experience that upholding high standards, professionalism and having a strong local network are vital to success in the communications industry. In 1995, when I founded SPRG, my aspiration was for it to be a PR consultancy that belongs to the local community and run by locals, while at the same time observes international standards and has a clear vision for the future. With intimate knowledge of local cultures and a regional network and abundant resources at its disposal, SPRG has developed from a small team of five members into one of the leading PR groups in the Asia Pacific region, with 18 offices in Beijing, Shanghai, Guangzhou, Taipei, Singapore, Kuala Lumpur and Sydney, employing 300 colleagues and serving more than 300 retainer clients. What's more, for the last ten consecutive years, it has been named by PRWeek and PProvoke among the top 100 PR consultancies in the world. While the Group has steadily grown, its people-oriented philosophy has never changed. It has strived to create a working environment founded on mutual trust that can enable team members to fully realise their strengths. This philosophy has also been extended to relationships with clients and partners.

Over the years, we have insisted on providing high-quality public relations services to our clients. This commitment to excellence has been recognised time and again,

在2020年，我们庆祝纵横公关集团成立25周年。回看90年代，香港公关业界主要仍以外资公司为主，而我亦曾在其中两家当时全球最大的跨国公关集团工作，充分体验到公关传讯工作必须结合规范、专业和本地人脉网络方能成功。我于1995年创立纵横公关集团，当时便矢志要建立一家属于当地并由当地人管理、而同时具备国际标准和视野的公关顾问公司。凭借熟悉本地文化、充分掌握人脉及资源，纵横公关集团由一支仅得五人的小团队，发展成为今日亚太区领先公关集团，于北京、上海、广州、台北、新加坡、吉隆坡及悉尼等地共设18家传讯公司、聘逾300位同事、服务超过300家长期客户，并在过去10年一直在PRWeek及PProvoke的全球百大公关顾问榜上占一席位。虽然规模不断扩张，但集团「以人为本」的理念从未改变，一直致力打造以互信为基础的工作环境让团队能发挥所长，并将理念延伸至与客户及合作伙伴的关系中。

多年来，我们一直致力为客户提供高水平的公关服务，集团从创立以来囊括超过440个国际及亚太区



winning for the Group more than 440 international and regional awards and recognitions since day one. Moreover, to this day SPRG is the only non-international PR group deemed worthy of the PRWeek Asia-Pacific Network of the Year award. SPRG began life with financial communications at its heart, and has gradually developed into a leader of the IPO communications and investor relations sectors in Hong Kong, with a total of 477 IPO communications campaigns completed by the end of 2020. We are proud to have been the choice consultancy for first listings in Hong Kong from such as Russia, Brazil, South Korea, Canada, Cambodia and the Mongolian People's Republic. It is also not difficult to find among our clients ones making the top 10 in terms of most funds raised, most oversubscribed and most capital frozen in Hong Kong IPO history.

2020 was a year unprecedented for the world. The pandemic affected our work, entertainment and consumption habits, sending us very much overnight into a “new normal”. For the PR industry, no physical events and clients trimming PR budgets have undeniably put us under pressure. However, adapting to changes is our speciality. We immediately made adjustments and quickly adapted to new working models such as working from home and virtual meetings. We also suggested to clients that they consider alternative communication methods, including online campaigns to maintain rapport with stakeholders, during the pandemic.

At the beginning of the outbreak, I understood that colleagues would inevitably be anxious about the future, so in early February 2020, I decided, along with the management of all our offices, to send an email to all SPRG colleagues assuring them that the Group would not cut salaries or resort to redundancies due to the pandemic. Meanwhile, we encouraged colleagues to take the opportunity to consider how they could enhance their own efficiency and that of their team. I sincerely believe talent is the most important asset of the company and that even when the operating environment has changed, as long as we have the best talent on board, it is only a matter of time for our business to get back on track.

The value of a company is also measured by its contributions to the society, and the Group has been upholding its commitment to corporate citizenship, as it is one of the most important pillars of its corporate culture. In good times, we are pleased to give back to society, and in bad times, more so we must keep in our heart the underprivileged forced into even more dire circumstances. When the pandemic broke out, masks and disinfectants were challenging to acquire, particularly for the grassroots and the elderly. The Strategic CSR Network acted swiftly to raise donations in kind and cash from clients, colleagues and friends for purchasing various pandemic prevention and relief materials, including masks, alcohol/hand sanitiser, meal coupons and food, etc. Credit must also be given to colleagues who worked tirelessly to liaise, procure and package those necessities, which were then delivered via charitable organisations and colleagues themselves to those most affected by the pandemic, such as elderly living

公关项目奖项及殊荣便是最佳佐证，而我们亦是目前唯一获得PRWeek 亚太区最佳公关集团大奖的非国际公关集团。集团以财经传讯起家，逐步晋身成为香港新上市传讯项目及投资者关系的翘楚，至2020年底共计在香港完成了477个新上市传讯项目，当中更不乏极具代表性的专案，如来自俄罗斯、巴西、南韩、加拿大、柬埔寨及蒙古人民共和国首家于香港上市的公司均聘用我们提供上市传讯服务，而在港股历来十大集资王、超购王及冻资王等企业当中也不难找到集团客户的名字。

2020年的情况是我们所有人从未经历过的，在疫情影响下我们的工作、娱乐及消费模式都在一夕之间进入了新常态。对公关业而言，无法举办实体活动、客户减少公关预算等都令我们备受压力。幸好随机应变正是公关行业的专长，我们马上作出调整、迅速适应在家工作、虚拟会议等新工作模式，向客户建议以在线活动为主轴的替代方案，确保他们在疫情期间仍能与持份者保持紧密联系。

疫情爆发之初，我明白同事难免会对前景感到忧虑，故立即于2020年2月初与各分公司管理层向同事作出承诺，以电邮方式向所有同事阐明集团不会因疫情影响而进行减薪及裁员，并鼓励同事藉危机之际检视如何加强自身及团队效率。我由衷相信人才是公司最重要的资产，就算经营环境改变，只要能留住最优秀的人才，重回正轨只是时间问题。

一家企业的价值，也在于其对社会是否有所贡献，故集团一直秉承企业公民责任，此亦是纵横公关集团企业文化之中重要的一环。顺境时，我们乐于回馈社会；逆境时，我们更绝不能忘记朝不谋夕的弱势社群。疫情之初，口罩及消毒用品难求，这对社会基层及长者来说尤其危急。纵横社会责任网络在疫情初发时迅速行动，成功从客户、同事及各方好友筹集物资及款项以购买各种防疫及纾困物资，当中包括口罩、酒精/搓手液、餐券及食品等。同时，有赖集团同事同心协力安排联络、搜购及包装等工作，再经由社福机构及同事亲身送到最受疫情影响的包括独居/双老长者、低收入家庭、长期病患者以及清洁工友等手中。整个抗疫行动筹集得的物资总值超过港币57万，受惠人数近8,000之多。

alone, elderly couples, low-income families, chronically ill individuals and sanitation workers. By the end of 2020, the entire "Anti-COVID-19 Action" initiative had raised more than HK\$570,000 worth of materials, benefitting close to 8,000 people.

Even though 2020 was extremely challenging, we were very excited that the Group won 21 international and regional awards and recognitions during the year. They included the title of "Public Relations Agency of the Year in Asia, Australia and New Zealand" for the seventh consecutive year from the Stevie® International Business Awards. We also won 16 trophies for communications campaigns devised for clients, of which the "Colours by Europe" campaign bagged six alone. The campaign uses social media-based communication strategies to promote EU food and beverages to Chinese consumers, enabling EU food to gain a foothold in China, the world's largest market. The digital marketing consultancy established by SPRG in Singapore a few years ago also took home three awards for the digital communications campaign it designed for "Enabling Festival 2019". The campaign, which entailed a three-day exhibition, raised public awareness of dementia, helpful to improving the lives of patients and caregivers.

The fact that the company has made it through a quarter of a century, marked by financial crisis, bursting of the dot-com bubble and the SARS epidemic, is proof of its core values and professionalism being able to stand the test of time. As a PR practitioner, and also teacher and advisor to various universities, I know I have much to do in passing on professional knowledge, ethics, business philosophy and corporate culture to future generations. As for the Group, while holding on the principles of innovation and enriching its legacy, its long term goal is to see SPRG become a sustainable brand. We will therefore put more resources into developing technologies and exploring new aspects of service to drive business development. On bolstering talent development, we will strive to upgrade the skills of colleagues so that they can fully meet the demand for more diverse, precise and responsive PR services in the future. We will also continue to review our corporate structure and strengthen cost controls to maintain competitiveness.

Finally, I would like to express my heartfelt gratitude to all colleagues, and our clients and partners. It has been your dedication and support that have seen SPRG through all the social and economic ups and downs over the past 25 years. I am looking forward to continuing to work with you to create and attain more brilliant milestones together!

纵然2020年充满挑战,但集团年内仍获得21个国际及区域奖项及殊荣,当中包括集团连续第七年获得 Stevie®国际企业大奖「亚洲、澳洲及新西兰年度公关顾问」的称号,实在令我们感到十分兴奋。而为客户策划之传讯方案则取得16个奖项,其中「源自欧洲的色彩」项目表现突出独揽六奖。项目利用社交媒体为主的传讯策略向中国消费者推广欧盟食品和饮料,令欧盟食品在中国这个世界最大市场中站稳阵脚。而集团在新加坡成立仅数年的数码营销顾问公司亦凭着为「Enabling Festival 2019」设计的数码传讯策略一举赢得三个奖项。该项目透为期三日的展览活动提高公众对认知障碍症的认识,有助改善患者及照顾者的生活。

一家企业能跨越四份一个世纪,面对过金融风暴、科网股泡沫爆破、非典型肺炎疫情等带来的严峻挑战,仍能在业内昂然挺立,足以证明集团的核心价值及专业能力绝对经得起考验。我作为公关业界一员,又同时出任多家大学的教职及顾问,对于专业知识及操守、经营理念和企业文化的传承尤感任重而道远。创新和传承是我们不变的理念,而把纵横公关集团铸造成为永续品牌则是我们前进的目标。未来我们将投放更多资源发展科技及开拓新服务范畴以驱动业务发展。在人才发展方面,我们将致力提升现有同事的技能,以确保集团未来能提供更多元、回应更迅速和到位的公关服务。我们亦会不断检讨企业结构及加强成本控制,以维持竞争力。

最后,我谨此衷心感谢各位同事、客户及伙伴,全赖你们的付出及支持,纵横公关集团方能安然渡过25年来社会及经济的起伏转变。我期待继续与你们携手向前,朝着下一个更辉煌的里程碑迈进!



Richard Tsang  
Chairman  
主席 曾立基



OFFICE HIGHLIGHTS  
公司回顾

# DEVOTION 以客為先



Promoting excellence and giving top priority to clients is in our genes. Aside from striving for the best for clients, it also involves helping clients prepare for the worst

追求卓越及以客为先是我们的信念,而当中包含了为客户争取最好的结果并为客户设想最坏的可能而作最好的准备

Strategic Financial Relations (China) Limited  
纵横财经公关顾问(中国)有限公司



# SEAMLESS 无缝衔接

Despite the challenges presented to us by the COVID-19 pandemic, commanding us to take different measures including working from home, we have insisted on putting our clients first and, as a team priding excellence and working as one, we have continued to offer quality services to clients

纵然疫情令我们的工作困难重重并需要实施在家工作等措施,我们依然坚定地将客户置于首位,透过优秀的团队合作为客户提供优质服务

Strategic Financial Relations Limited  
纵横财经公关顾问有限公司

# ADAPTION 灵活

We have garnered over 50 regional and global awards and industry honours for the agency and also client projects. Such accolades testify to the exemplary efforts of the team, as well as the remarkable outcomes of the projects involved. We could not have made it without the support from our long-term clients

多年来我们共获超过50个区域及全球性奖项及殊荣, 当中分别为公司奖项及客户项目奖项, 每一个奖项都印证了团队的不懈努力以及策划项目所获得的卓越成绩, 而这一切都要感谢一直支持我们的长期客户

Strategic Communications Consultants Limited  
纵横传讯顾问服务有限公司



# COURAGEOUS 勇气

AsiaNet has no fears. We regard changes and difficulties as opportunities for us to rise to the next level

亚联政经的我们无所畏惧, 将所有的变化及困难视为再上一层楼的阶梯

AsiaNet Communications Limited  
亚联政经顾问有限公司

# DEDICATION 贡献



SPRG was founded on the aspiration to become the best PR agency and has been with resolve moving towards this goal. It has also been our hope to give back to society with our professional expertise, serving as an example to our peers and helping ultimately the blooming of a "virtuous circle"

我们怀着要成为最优秀公关顾问的抱负创立纵横公关集团, 并一直朝着这个目标进发。我们更希望能以专业回馈社会, 成为行业模范并带动良性循环

Taiwan Strategic Communications Consultants Limited  
台湾纵横传讯公关顾问有限公司



# UNITY 团结

As we look to the future, we will continue to innovate and grow, finding new and creative ways to meet challenges, and work with our clients and partners with unity, passion and dedication as our driving ethos

展望未来,我们将继续创新及成长,凭创意跨越挑战,并在与客户及伙伴合作时继续谨守团结、热诚及奉献的信条

Beijing Strategic Communications Consultants Limited  
北京纵横传讯公关顾问有限公司

# TRUST 信任

Here at SPRG Shanghai, we have a cohesive team founded on mutual trust, support and collaboration. We devise strategic, integrated communication efforts to help clients tackle challenges to their brand and/or reputation. We tell stories with compelling content to promote brands, and engage and build relationship with stakeholders

上海纵横公关以互信、支持及合作为基础,组成充满凝聚力的团队。我们以策略性综合传讯为客户应对有关品牌及声誉的种种挑战。我们采用说故事的方式打造扣人心弦的传讯内容以推广品牌、与持份者互动并建立关系

Shanghai Strategic Consulting Company Limited  
上海纵横公共关系顾问有限公司



# RESILIENT 强韧

As a people-oriented company, we grow together with our clients and colleagues. To realise our full potential, we are constantly equipping ourselves, striving for improvement and have never stopped innovating

作为一家以人为本的公司,我们与客户及同事一同成长。为了充分实现我们的潜力,我们不断装备自己,从未停下创新的步伐

Guangzhou Strategic Public Relations Limited  
广州纵横策略咨询服务有限公司



# DIVERSITY 多元化

Embracing cultural diversity and welcoming talent across boundaries are our competitive edges

多元文化及人才无疆界是我们的优势所在

Strategic DigiLab Pte Limited

## TRENDSETTER 开创

A key area of development for us is to help clients sustain a strong business, while at the same time bring positive impacts to the society. We believe philanthropy is not the only way to help improve people's lives, for running a business with a positive mind-set can also change the world for the better

在协助客户持续发展的同时为社会带来正面影响是我们的重点发展领域。我们相信要改善民众的生活不单止只能行善，以正面的态度经营业务一样可以令世界变得更美好

Singapore Strategic Public Relations Pte Limited  
新加坡纵横公共关系顾问有限公司

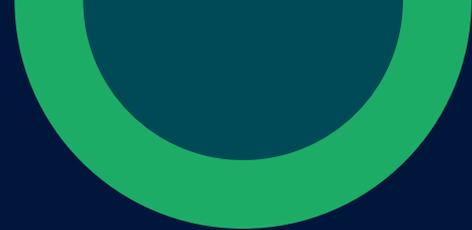
## CONNECTION 连系

Having and nurturing a team that embraces diversity and can work hard together harmoniously is crucial. In the 12 years since the company was founded, we have worked hard to build a positive culture that emphasises self-motivation and also provide opportunities to all team members, regardless of their seniority or their positions in the company, to thrive and let their talents shine

打造及培育一支多元化并能为共同目标而努力的团队至关重要。公司成立12年来一直努力打造积极、主动的企业文化，不论年资或职位地为所有团队成员提供蓬勃发展、发挥才能的机会

Malaysia Strategic Public Relations Sdn Bhd  
马来西亚纵横公共关系顾问有限公司





# THE STORY OF SPRG

纵横足迹



# 1995-1999

## Laying the Foundation 建基立业



### 1995

Establishes Strategic Financial Relations in Hong Kong  
于香港创立纵横财经公关

### 1998

Sets up Strategic Financial Relations (China)  
成立纵横财经公关(中国)



# 2000-2008

## Rapid Expansion 厚积薄发

### 2000

Forms JV in Beijing (becomes wholly-owned office in 2015)  
于北京成立合资企业(于2015年成为全资拥有的分公司)

### 2001

Opens representative office in Shanghai (becomes wholly-owned office in 2009)  
于上海开设代办处(于2009年成为全资拥有的分公司)

### 2003

Achieves national coverage after setting up Guangzhou office  
成立广州分公司, 令服务得以覆盖全国

### 2004

Adds marketing arm to create full-service PR group in Hong Kong  
建立市场营销队伍, 令集团能在香港提供全面公关服务

### 2005

Acquires Taipei agency and opens Singapore office  
收购台北一家顾问公司及开设新加坡分公司

### 2007

Joins PROI Worldwide  
加入国际公关联盟

### 2008

Opening of Kuala Lumpur office. SPRG becomes first Chinese-owned PR network in Asia  
于吉隆坡开设分公司, 使纵横公关集团成为亚洲首家由华人拥有的公关网络





# 2009-2014

## Reaping the Rewards 硕果累累

### 2009

Receives PProvoke's Hong Kong Consultancy of the Year award  
获颁PProvoke香港年度最佳公关顾问

### 2010

Wins Asia Pacific Network of the Year award from Campaign, the only non-international PR network recipient  
获颁Campaign亚太区最佳公关网络, 成为唯一获此奖项的非国际公关网络

Is named PR Agency in Hong Kong by Marketing  
荣获Marketing香港最佳公关顾问

Earns "Local Hero" title from Marketing (Five-time recipient: 2010-2013 & 2016)  
荣获Marketing本地英雄奖项(在2010至2013年, 及2016年共五次获奖)

Is named global top 100 PR agency by PProvoke for the first time – continues to be on top-100 list to this day  
首次打入PProvoke世界100大公关顾问公司, 并保持排名于前100至今

### 2011

Winner of PProvoke's Asia Pacific Financial Consultancy of the Year award  
赢得PProvoke亚太区年度最佳财经公关顾问大奖

### 2013

Receives Public Relations Agency of the Year in Asia (China, Japan and Korea) award from Stevie IBA (Begins 7-year win streak)  
获Stevie IBA颁发亚洲年度最佳公关顾问 (中国、日本及韩国), 并在之后连续七年获奖

### 2014

Is named Public Relations Agency of the Year in Asia, Australia and New Zealand by Stevie IBA beginning of 7-year title, and counting  
获Stevie IBA颁发亚洲、澳洲及新西兰年度最佳公关顾问, 其后连续七年获此奖项并继续在刷新纪录





# 2015-2020

## Broadening Our Horizons 百花齐放

### 2015

Creates Strategic CSR Network, the only NGO founded and fully supported by a PR agency  
创办纵横社会责任网络, 为唯一由公关顾问公司创立及全力支持的非政府组织

Completes 300th IPO campaign  
完成第300个新上市传讯项目

### 2016

Acquires AsiaNet in Hong Kong – specialist in public affairs, government relations and lobbying  
于香港收购专注于公共事务、政府关系及游说的顾问公司亚联政经

Brings two financial arms under one roof with relocation to 20,000 sq. ft. office  
搬迁办公室, 将两家财经公关分公司一同置于20,000平方呎的办公室内

Richard is elected PROI Worldwide Global Chairman – the first and only Asian Chair  
Richard出任国际公关联盟环球主席, 为首位及唯一的亚洲人士出任此职位

Is listed among top global 100 PR consultancies by PRWeek for the first time – continues to be top-100 ranked to this day  
首次打入PRWeek世界100大公关顾问公司, 并保持排名于前100至今

### 2017

Sets up digital marketing agency, Strategic DigiLab, in Singapore  
于新加坡成立数码营销顾问公司Strategic DigiLab

### 2019

Acquires 20% stake in Financial & Corporate Relations in Sydney  
收购悉尼Financial & Corporate Relations的20%股权

### 2020

Celebrates 25th anniversary  
庆祝25周年

Sets up JV, Montieth SPRG, in Hong Kong  
于香港成立合资公司盟天纵横传讯





# 2015-2020

## Broadening Our Horizons 百花齐放







# An Award Winning PR Agency 屡获殊荣的公关顾问公司

Since establishment, SPRG has received **440** awards and recognitions in the client campaign and agency categories, including "Network/Agency of the Year" titles from PProvoke, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director.

自成立以来, 纵横公关集团至今获得超过**440**个客户项目及企业奖项, 包括由 PProvoke、Campaign/PRWeek、Marketing magazine、Stevie®及Communication Director颁发的「年度最佳公关网络/顾问」大奖。





# 25TH ANNIVERSARY CELEBRATION

Though we could not gather in Hong Kong like before to celebrate the founding of the Group, we were able to connect all SPRGers in different offices in different ways, and together we celebrated the 25th anniversary of SPRG.

虽然不能像以往般在香港聚首,但我们仍可以透过其他方式和千里之外的同事同贺集团银禧。



The winner of SPRG 25th Anniversary Logo Design Contest goes to our Hong Kong colleague Summer Chan. The SPRG 25th anniversary logo perfectly captures the make-up of the Group, an amalgam of strength, innovation and close partnerships among colleagues, clients and stakeholders. These same constituents have enabled SPRG to deliver exceptional services, facilitate the advancement of the PR industry and expedite the Group's transformation into a regional force.

香港同事陈浩贤的作品赢得25周年公司标志设计比赛。标志的银金色调代表银禧志庆,同时象征纵横精神-坚毅如钢,势不可挡。环环相扣的形态意指团队、客户及各伙伴之间紧密的合作和互信,而层层递增则意谓积累、进步、奋勇向上!



On the first working day of 2020, colleagues received some surprises such as new name cards and celebratory chocolate coins to kick off SPRG's 25th anniversary celebration.

在2020年的第一个工作天,同事们惊喜地收到新的名片及巧克力银币,为庆祝纵横公关集团的银禧纪念揭开序幕。



To create an online gathering place for colleagues to soak in the joy and excitement of SPRG's 25th anniversary, the Group launched a dedicated webpage, replete with photos and videos of different celebration activities.

集团特别推出25周年庆祝网页，收录各个庆祝活动的精彩相片及视频，让同事们从中感受到欢庆的气氛。



Established in 2000, this year marks the 20th anniversary of the SPRG Beijing office. Apart from the usual celebration party, the Beijing office also erected a plastic brick wall for colleagues to unleash their creativity.

创立于2000年的北京分公司亦迎来了20周年志庆。除了盛大的庆祝派对外，亦特别添置了一幅积木墙，让同事们发挥创意。



1 July is the birthday of SPRG. As part of celebrations, 57 colleagues from different APAC regional offices met online to offer their well wishes.

7月1日是纵横公关集团的生日，共57位来自亚太区不同分公司的同事在线上共众一堂举杯庆祝。



SPRG 25 Photo Contest featuring a different theme each month was organised for colleagues to participate and win great prizes.

SPRG 25照片比赛每个月设不同的主题让同事投稿参赛、赢取丰富奖品。





## WEBINAR 网上研讨会

SPRG organised webinars during the year that featured Dr. Carlye Tsui, CEO of The Hong Kong Institute of Directors who spoke about the subject of "How Do Awards and Recognition Enhance Corporate Reputation?" and two colleagues from AsiaNet who shared their thoughts about the "2020 Legco Election's Impacts on Our Livelihood and Business".

集团年内举办了网上研讨会, 邀请到香港董事学会行政总裁徐尉玲博士分享「奖项及殊荣如何帮助企业建立声誉?」, 以及两位亚联政经的同事就「2020立法会选举与民生、营商」主题作出分析。

## SPRG CHATROOM SPRG 聊天室

To remain connected closely with target audiences during the ongoing pandemic, SPRG launched a new podcast programme, SPRG Chatroom, which serves as an excellent platform to discuss the latest trends with elites from different industries and locations. In the first episode, we featured our colleague Arthur, Senior Director Global Strategy/Digital of SPRG Beijing, as guest speaker who spoke about the trends that emerged from the highly popular Double Eleven Shopping Festival, as well as the development of China's e-commerce landscape, pre- and post-pandemic.

为了在疫情期间继续与目标群众保持紧密连系, 纵横公关集团推出全新的播客节目SPRG聊天室, 与来自不同行业及地区的精英讨论时下热门趋势。节目第一集邀请到北京分公司的全球战略/数字营销高级总监Arthur作嘉宾讲者, 就时下热话的双十一购物节以及对中国电子商贸市场在疫情前后的展望分享看法。





**SPRG CHAT ROOM**

**Highlights from Singles' Day 2020 and trends in China's e-commerce landscape**



**Guest:**  
**Arthur R. Hagopian**  
Senior Director Global Strategy/Digital of SPRG Beijing



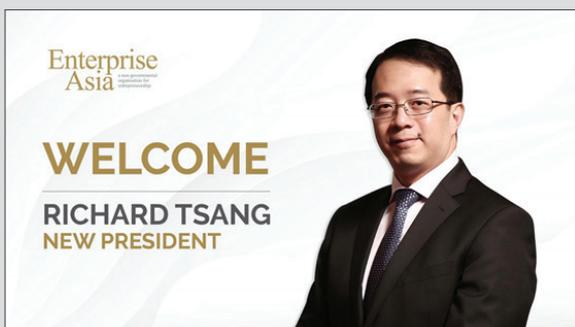
**Host:**  
**Pauline Yoong**  
General Manager of Strategic DigitalLab (Singapore)

Language: English

## NEW APPOINTMENT 新任命

Richard has been named President by Enterprise Asia, a leading non-governmental organisation which pursues the creation of an Asia that is rich in entrepreneurship that will serve as engine for sustainable and progressive economic and social development within a world of economic equality.

Richard获亚洲企业商会委任为总裁。作为致力于奉行企业家精神的领先非政府组织, 亚洲企业商会致力推动可持续及循序渐进的经济及社区发展, 以达致全球经济平等。



## SPRG & RTCL SCHOLARSHIP SPRG及RTCL奖学金

Four students from the School of Journalism and Communication of CUHK received SPRG & RTCL Scholarships this year.

四位中文大学新闻及传播学院的学生分别获颁发2020年度的SPRG及RTCL奖学金。



## NEW HIRES 新入职

SPRG welcomes three senior hirings this year, all of whom bring diversified knowledge and expertise.

集团在今年得到三位资深新同事的加入，为团队注入更多元化的知识及专长。



**KC Chan BBS 陈景祥BBS**  
Chief Strategist 首席策略师  
AsiaNet 亚联政经顾问有限公司



**Theresa Lam 林芷君**  
Associate Director 助理总监  
Kuala Lumpur office 吉隆坡分公司



**Agnes Das**  
Digital Strategist 数码策略师  
Strategic DigitalLab

## SPRG PICTURES

SPRG Pictures is the in-house video production team of SPRG's Singapore office that comprises directors, editors, animators and cinematographers. Aside from conceptualising and producing video content for clients, it also creates original materials which serve as its intellectual property, employed in various ways such as for football website Football Siao and for on-demand broadcast channels, notably Singtel TV Go. In 2020, SPRG Pictures produced more than 100 videos.

SPRG Pictures为新加坡分公司旗下的内部影片制作团队，成员包括导演、剪辑师、动画绘制师及电影摄影师。团队不单为客户构思及制作影片内容，亦会制作原创内容并保留知识产权，当中包括为足球网站Football Siao及自选播映频道Singtel TV GO制作内容。在2020年内，SPRG Pictures共制作了超过100段影片。



## COMM-UNITY

Kuala Lumpur office has launched COMM-UNITY by The Last Straw, a community-driven content hub for people, businesses and social causes to get together and support each other during the Movement Control Order and beyond.

COMM-UNITY, which was derived from the words 'communication' and 'unity', is a free digital media platform that aims to unite people by fostering a strong community spirit during this challenging period. The platform is a subsite hosted on SPRG's Kuala Lumpur office sustainability news portal The Last Straw.

吉隆坡分公司在行动管制令实施的期间推出COMM-UNITY by The Last Straw，一个让民众、企业及社区互相支持的内容平台。COMM-UNITY的名字包含了「沟通」及「团结」的意思，作为一个免费的数码平台以团结民众，在困难时期凝聚社区精神。COMM-UNITY是吉隆坡分公司创立的可持续性新闻平台The Last Straw的附属平台。

# STRATEGIC CSR NETWORK 纵横社会责任网络

We Care • We Connect • We Contribute  
关心 • 爱心 • 连心

Strategic CSR Network Limited ("SCSR") was set up by SPRG in late 2014 and is fully funded and supported by SPRG. SCSR is a registered non-governmental organisation and a tax-exempt charity under Section 88 of the Inland Revenue Ordinance. In 2017, it became an agency member of The Hong Kong Council of Social Service.

SCSR is a one-stop platform dedicated to serving underprivileged communities in Hong Kong. Leveraging SPRG's business and social networks and drawing on its experience in devising and partaking in charitable and voluntary works, SCSR connects and brings together different parties, including corporations, NGOs, charities and volunteers to help those in need. It also welcomes donation of reusable products to help save resources.

纵横公关集团于2014年底成立纵横社会责任网络有限公司(「纵横社会责任网络」), 并负责承担其所有日常营运开支。纵横社会责任网络注册为非政府机构, 并根据《税务条例》第88条获得豁免缴税。纵横社会责任网络于2017年成为香港社会服务联会机构会员。

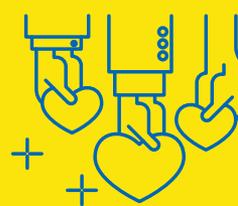
集团成立纵横社会责任网络是希望透过现有业务和社会脉络, 筹办及参与慈善和义务工作的丰富经验而凝聚社会各方力量, 包括企业、非政府机构、慈善团体和义工, 携手在这一站式平台上为香港的弱势社群提供持续服务。纵横社会责任网络亦欢迎可循环再用物品的捐赠, 以减少资源浪费。

## 2020 Achievements 成果



**HK\$1,228,902.3**

Donations received valued at  
获捐赠物资总值



Corporate donors  
企业捐赠者

**9**

Individual donors  
个人捐赠者

**51**



**199**

Volunteers on aggregate  
合计义工人次



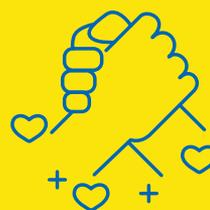
**11,567**

Beneficiaries  
受助人



**459.25**

Service hours  
社会服务时数



**32**

Partners  
合作伙伴



**48**

Community events  
社区活动

## Corporate Donors 企业捐赠者



## Community Partners 社区合作伙伴



Asbury Methodist Social Service  
循道卫理亚斯理社会服务处



Caritas Mutual Aid Centre  
For Single Parent Families  
明爱单亲家庭互助中心



基督教家庭服务中心  
Christian Family Service Centre



天約心社會服務  
COVENANT HEART SOCIAL SERVICE



ELCHK, Login Club For New Arrivals  
基督教香港信义会新来港人士乐聚轩



基督教香港信义会  
马鞍山长者地区中心  
ELCHK, Ma On Shan District  
Elderly Community Centre



基督教香港信义会恩耀坊  
ELCHK, Radiance Hub



基督教香港信义会  
太和青少年综合服务中心  
ELCHK Tai Wo  
Integrated Youth Service Centre



启迪  
enlighten  
action for epilepsy



香港聖公會麥理浩夫人中心  
H.K.S.K.H. Lady MacLehose Centre



香港基督教服務處  
HONG KONG CHRISTIAN SERVICE  
全人關心 卓越創新  
服務熱線: 2526, 2528, 2532  
Hong Kong Christian Service  
Bliss District Elderly Community Centre  
香港基督教服務處乐晖长者地区中心



Hong Kong Federation  
of the Blind



Kwun Tong Methodist Social Service  
Agape Community Care Centre  
循道卫理观塘社会服务处  
神爱关怀中心



Kwun Tong Methodist Social Service  
Grassroots Family Support Station  
循道卫理观塘社会服务处  
基层家庭服务支持站



Kwun Tong Methodist  
Social Service  
循道卫理观塘社会服务处



爱秩序湾综合青少年服务  
Aldrich Bay Integrated Children & Youth Services



循道衞理中心  
Methodist Centre



Methodist Epworth Village  
Community Centre, Social Welfare  
循道爱华村服务中心社会福利部



SAHK  
香港耀能協會  
SAHK East Kowloon  
Parents' Resource Centre  
香港耀能协会  
东九龙家长资源中心



SAHK  
香港耀能協會  
SAHK Shek Wai Kok  
Parents' Resource Centre  
香港耀能协会  
石围角家长资源中心



The Mong Kok  
Kai Fong Association Limited  
Chan Hing Social Service Centre  
旺角街坊会陈庆社会服务中心



The Neighbourhood Advice-Action Council  
Shamshuipo District  
Elderly Community Centre  
邻舍辅导会深水埗康龄社区服务中心



The Salvation Army  
Integrated Service for  
Street Sleepers  
救世军露宿者综合服务



The Salvation Army  
Tai Po Multi-service Centre  
for Senior Citizens  
救世军大埔长者社区服务中心



## Volunteer Partners 义工伙伴



昊天發展集團有限公司  
Hao Tian Development Group Limited



Social Service Group, HKUSU  
香港大学学生会社会服务团



## Beneficiaries 受助人

Physically/Mentally Challenged 体能或智力不足者  
Children and Young People 儿童及青少年  
Elderly 长者  
Family and Community 家庭及社区



## Anti-COVID-19 Action 爱心行动

In the wake of COVID-19 in 2020, a critical shortage of supplies and loss of income among members of the community has ensued. SCSR subsequently launched Anti-COVID-19 Action, and called for help from the community. We gratefully received assistance and monetary support from clients, colleagues and friends.

2020年,新冠肺炎疫情肆虐,普罗大众面对物资短缺及收入减少的问题。纵横社会责任网络随即展开爱心行动,并呼吁各界伸出援手。衷心感谢客户、同事和朋友们积极响应,有钱出钱,有力出力。

Total Donation Value 捐出物资总值: **HK\$570,000+**

No. of Donation Event 捐赠活动次数: **35**

Beneficiaries 受助人: **7,950**

Donated Items 捐赠项目:



**33,609** pcs个  
Mask口罩



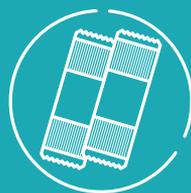
**185** L升  
Alcohol/hand sanitiser  
酒精/搓手液



**6,296** pcs张  
Meal voucher 餐券



**632** kg公斤  
Rice 白米



**3,386** packs包  
Pasta/noodles 各款面食



**3,504** cans罐  
Canned Food 罐头



**928** bottles支  
Cooking Oil 食油



**793** packs包  
Cereal 谷类食物



**540** packs包  
Biscuits 饼干



**541** packs包  
Supplement 补充品



# CLIENT SNAPSHOTS

客户快拍

# Existing Clients and Partners

## 现有客户及伙伴

We are grateful for the support and trust of our existing clients and partners in this difficult period. We are certain that, when the harsh times are behind us, together we shall see a brilliant future.

由衷感激在艰难时期同舟共济的客户及伙伴。风雨过后，我们必迎来辉煌。



- 1 The Second Master Insight Finance Forum 灼见名家第二届财经峰会 | *Master Insight 灼见名家*
- 2 S. T. Yau High School Science Award (Asia) 丘成桐中学科学奖(亚洲) | *Hong Kong Academy of Sciences 香港科学院*
- 3 Enjoy! It's from Europe food festival 享味欧洲美食节 | *CHAFEA 欧盟*
- 4 One little thing to save the ocean 一件好事救海洋 | *Discovery*
- 5 Media video conference on 2020-21 Tax Policy and Budget Proposals 2020至21年度税务政策及财政预算案建议传媒视像会议 | *HKICPA 香港会计师公会*
- 6 HKIRA 6th IR Awards conference and presentation ceremony 香港投资者关系协会第六届投资者关系大奖会议暨颁奖典礼 | *HKIRA 香港投资者关系协会*
- 7 Website development campaign for Breast Cancer Journey Website 为乳癌患者而设的网页制作项目 | *Roche*
- 8 2020 KOL cooperation campaign 2020意见领袖名单及内容策略 | *3DG Jewellery 金至尊珠宝*



1 2020 Review and 2021 Outlook of Mainland China and Hong Kong IPO Markets webcast media conference  
中国内地及香港IPO市场2020年回顾及2021年前景展望网上直播媒体发布会 | Deloitte China 德勤中国

2 Online survey on "fruits intake and physical energy performance" media conference 水果摄取与活力表现网络调查记者会 | Zespri

3 Announcement of holistic recovery programme 公布旗下酒店及度假村的恢复计划 | Radisson Hotel Group 丽笙酒店集团

4 FELLINI 100 百年费里尼 | The Hong Kong International Film Festival Society 香港国际电影节协会

5 IMFINZI O2O patient event 「重启希望 疫中送光」网上直播分享会 | AstraZeneca

6 eMPF Platform stakeholders engagement exercise 公积金电子平台持份者参与活动 | The Mandatory Provident Fund Schemes Authority 强制性公积金计划管理局

7 Sustain The Arts (stART) Fund Sustain The Arts (stART)基金 | Singapore National Arts Council 新加坡国家艺术理事会



- 1 Launch ceremony for Hong Kong's first electric mini-bus self-developed by China Dynamics  
由中国动力自主研发之香港首辆电动小巴启动礼 | China Dynamics 中国动力
- 2 Production of two television series for Jia Le Channel 为佳乐电视频道制作两辑电视节目 |  
SPRG's production 纵横公关集团制作
- 3 BC Blueberry H5 interactive game 微信HTML小游戏 | BC Blueberry Council BC 蓝莓协会
- 4 COVID-19 online forum 2019冠状病毒病网上研讨会 | Hong Kong Academy of Sciences 香港科学院
- 5 Media briefing for Tradelinek's partnership with Ping An OneConnect Bank 贸易通与平安壹账通银行合作之媒体简报会 |  
Tradelinek 贸易通
- 6 Media tour for the opening of Kidsland's innovative trendy and collectible toy platform "kkplus"  
凯知乐旗下创新潮流及收藏玩具平台kkplus正式开幕之媒体参观 | Kidsland 凯知乐
- 7 House journal of COVID-19 抗疫专刊 | GE Healthcare GE 医疗



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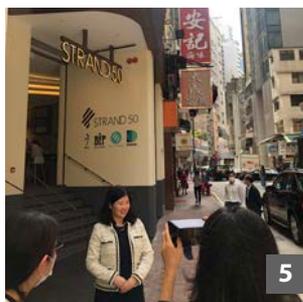
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- 1 18th China International Motorcycle Trade Exhibition 第18届中国国际摩托车博览会 | Piaggio 比亚乔
- 2 "Export with Google" Content Hub Campaign 「内容营销:还有哪些你不知道的破局新思路」专题 | Google 谷歌
- 3 Global virtual media conference for the launching of latest footwear technology XETIC 最新运动鞋技术XETIC全球虚拟媒体发布会 | PUMA
- 4 "Standing with You with Love. China, Let's Fight This!" short video 「带着爱与你们站在一起,中国加油」公益视频 | Hebrew University of Jerusalem 希伯来大学
- 5 STRAND 50 media tour STRAND 50 媒体参观 | Sunlight REIT 阳光房地产基金
- 6 Launching of new TV series Taiwan Revealed 《台湾无比精采》节目系列发布会 | Discovery
- 7 Launching of upgraded air fryer Actifry 全新推出升级气炸锅Actifry | T-fal 特福
- 8 Corporate Governance in Times of Uncertainty cum "Best Corporate Governance Awards 2020" call for entries media conference 逆市中的企业管治暨「最佳企业管治大奖2020」竞逐详情媒体发布会 | HKICPA 香港会计师公会



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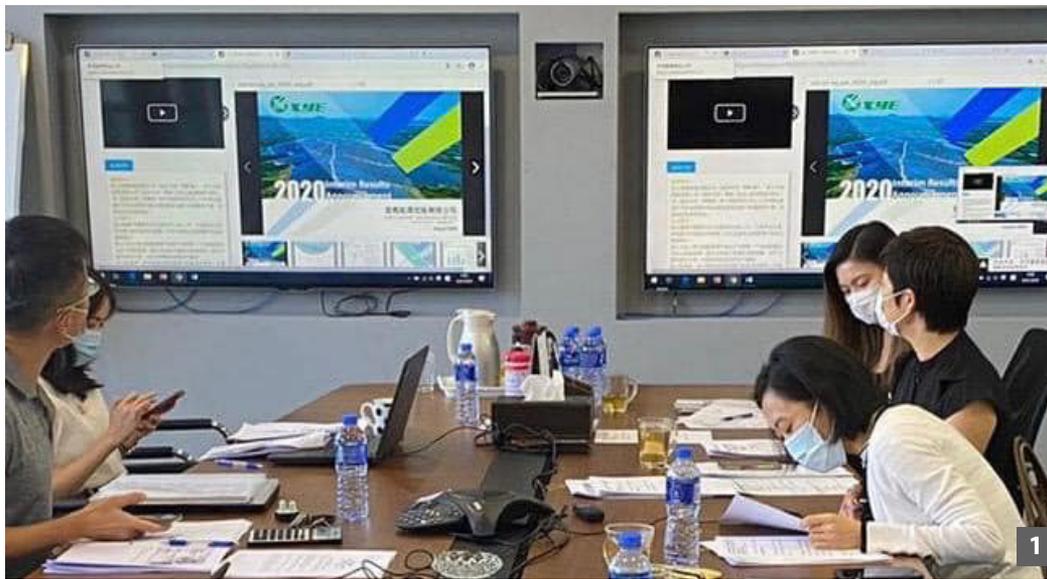


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- 1 Vespa Night 2020 Vespa之夜2020 | Vespa
- 2 Singapore Art Week 2021 新加坡艺术周2021| Singapore National Arts Council 新加坡国家艺术理事会
- 3 16th Beijing International Automotive Exhibition 第16届北京国际车展 | Lamborghini 兰博基尼

### Award Nomination and Content / Entry Copywriting 奖项提名及内容 / 参赛文件撰写

- 4 Lee & Man Paper 理文造纸 / Suga International 信佳国际
- 5 VPower Group 伟能集团
- 6 Champion REIT 冠君产业信托
- 7 Regina Miracle 维珍妮
- 8 Mainland Headwear 飞达帽业



## Results Announcement 业绩公布

- 1 Xinyi Group —  
Xinyi Glass, Xinyi Solar & Xinyi Energy  
信义集团 —  
信义玻璃、信义光能及信义能源
- 2 Xtep 特步
- 3 CITIC Telecom 中信国际电讯
- 4 Fortune REIT 置富产业信托
- 5 Redsun Properties 弘阳地产
- 6 AAC Technologies 瑞声科技
- 7 Man Wah 敏华控股
- 8 Analogue 安乐工程







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### AGM/EGM 股東周年大會/股東特別大會

- |                                 |                          |
|---------------------------------|--------------------------|
| 1 Techtronic 創科實業               | 10 Huijing Holdings 匯景控股 |
| 2 Hop Hing Group 合興集團           | 11 Miricor 卓珈控股          |
| 3 Spring REIT 春泉產業信託            | 12 Lenovo Group 聯想集團     |
| 4 Mongolian Mining Corporation  | 13 Singamas 勝獅           |
| 5 Hopefluent 合富輝煌               | 14 China Youzan 中國有贊     |
| 6 Intron Technology 英恒科技        | 15 Tai Hing Group 太興集團   |
| 7 China Gas 中國燃氣                | 16 Asiaray 雅仕維           |
| 8 Shirble 歲寶                    | 17 IGG                   |
| 9 Sino Biopharmaceutical 中國生物製藥 |                          |

### Stock Commentator Gathering 股評家聚會

- |                              |
|------------------------------|
| 18 IH Retail 國際家居零售          |
| 19 K. Wah International 嘉華國際 |

# New Clients 新客户

We cherish the trust from our new clients even more during challenging times, and we sincerely hope this would mark the first chapter of our long-lasting cooperative relationship.

在充满挑战的时期，我们更加珍惜新客户对我们的信任，并殷切期望这会是我们建立长远合作关系的第一篇章。



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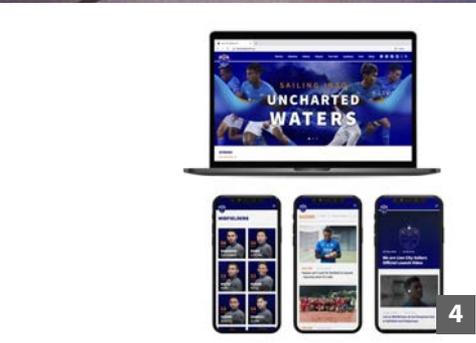
T&Cs apply

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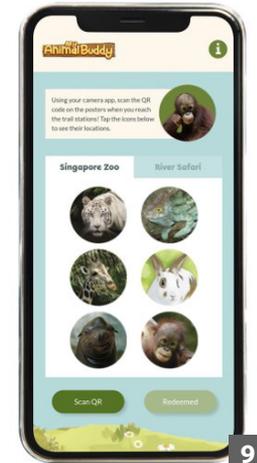
5

- 1 "Building a Self-Sufficient Future" exhibition 「建设自给自足未来」的展览 | *Embrace Autism*
- 2 Mr Sing Wang's "Popular Public Private Partnership" initiative for "Lantau Tomorrow Vision" media conference 王競先生为「明日大屿」项目提出创新融资方案记者招待会 | *Hong Kong My Home 香港我哋家*
- 3 China Electric Vehicle Challenge 中国新能源汽车大赛 | *China Automotive Technology and Research Center Co., Ltd 中国汽车技术研究中心有限公司*
- 4 Brand awareness digital marketing campaign 品牌数码营销项目 | *Hong Leong Finance 丰隆金融*
- 5 China Car Performance Challenge 中国量产车性能大赛 | *China Automotive Technology and Research Center Co., Ltd 中国汽车技术研究中心有限公司*



- 1 128 WATERLOO Naming media conference 「128 WATERLOO」项目命名仪式及介绍会 | 128 WATERLOO
- 2 Public awareness campaign to highlight the benefits of influenza vaccine injection  
宣传施打流感疫苗公众意识项目 | TTY Biopharma 台湾东洋
- 3 Charity luncheon with Jim Rogers 筹款晚宴 | AE Majoris Group 明大企业集团
- 4 Website design and development campaign 网页设计项目 |  
Lion City Sailor Football Club 狮城水手足球队
- 5 Results announcement 业绩公布 | Far East Consortium 远东发展
- 6 Signing ceremony 签约仪式 | Activation Group 艾德韦宣
- 7 Novoheart's new office and lab opening ceremony 新办公室及实验室开幕典礼 |  
Novoheart 再心生物科技





- 1 Launching of new restaurant Roberto's 1020 Osteria 全新餐厅Roberto's 1020 Osteria揭幕 | *PETRA Cucina*
- 2 Launching of the first COVID-19 biosensor test system based on ultra-high sensitivity biomedical detection technology 全球第一套采用半导体技术开发的新冠病毒快检生物芯片系统发布会 | *Spirox & Molsentech 蔚华科技及硅基分子*
- 3 Post-US Election media briefing 美国大选过后网上媒体简报会 | *EFG Asset Management 盈丰资产管理*
- 4 Creative Economy 2021 Forum: The Creative, Arts and Culture Industries Reimagined 创意经济论坛2021:重新构思创意、艺术及文化工业 | *MyCreative Ventures*
- 5 "Positive Vibes and All Things Nice" media drop 「正能量」媒体包发送 | *dōTERRA Malaysia 马来西亚dōTERRA*
- 6 Snapchat Wechat official account creation and operation 官方微信账号内容创意和平台运营 | *Snapchat*
- 7 Cross-border E-commerce Ecological Summit 2020跨境电商生态峰会 | *Payoneer 派安盈*
- 8 PETRA KASIH launch in Kota Kinabalu PETRA KASIH倡议启动仪式 | *PETRA Group PETRA 集团*
- 9 KHANSA'S Adventure Trail Web App development campaign Khansa's Adventure Trail网站程式设计 | *Wildlife Reserves Singapore 新加坡野生动物保育集团*
- 10 2020 World Hepatitis Day - Finding the missing millions 2020世界肝炎日 - 找出失踪的百万病患 | *Taiwan Liver Research Foundation 财团法人台湾肝脏学术文教基金会*
- 11 Website development for Hyundai & Kia - SGInnovate Accelerator Programme 网页设计项目 | *SGInnovate*
- 12 Media relations and investor relations services 媒体关系及投资者关系服务 | *Ping An Good Doctor 平安好医生*



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## IPO Communications 新上市传讯

SPRG completed 18 new listings in 2020, many of which involved the adoption of an innovative online-offline model.

集团于年内共完成18个新上市传讯项目，其中很多都以线上线下并行的崭新模式进行。



13

- 1 Central China New Life 建业新生活 (HKEX: 9983)
- 2 Redsun Services 弘阳服务 (HKEX: 1971)
- 3 Huijing Holdings 汇景控股 (HKEX: 9968)
- 4 Cirtek 常达 (HKEX: 1433)
- 5 uCloudlink (NASDAQ: UCL)
- 6 Kwan Yong 光荣 (HKEX: 9998)
- 7 JiaChen 佳辰控股 (HKEX: 1937)
- 8 Canggang Railway 沧港铁路 (HKEX: 2169)
- 9 Skymission Group 天任集团 (HKEX: 1429)
- 10 Sunlight Technology 深蓝科技 (HKEX: 1950)
- 11 Q P Group 隽思集团 (HKEX: 1412)
- 12 Evergrande Property Services 恒大物业集团 (HKEX: 6666)
- 13 Vesync (HKEX: 2148)
- 14 Tycoon 满贯 (HKEX: 3390)

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